



ALA

MILE HIGH CHAPTER

*A Chapter of the Association of Legal Administrators*

2021-2022 Mile High ALA Business Partner Program

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Thank you for your interest and support of the Denver legal community!



2021 – 2022  
Board Year  
Our board  
year runs  
April 1 –  
March 31

We appreciate the support by our Business Partners of our Chapter and our members during this time.

Due to COVID-19 restrictions and the limited ability to meet in-person during the pandemic, the events that our Chapter has traditionally held will be modified for the 2021-2022 Board Year.

We are hopeful that by late 2021/early 2022 we will be able to hold in-person events with our members and our business partners.

As we have a large number of Business Partners who continued their sponsorship from the last board year, we have a limited number of sponsorships available for the 2021-2022 Board Year.



## Overview of Business Partner Program Benefits

Mile High Business Partners receive benefits based on their level of sponsorship in the Business Partner Program. Those benefits include the following:

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- Recognition through the use of a Business Partner logo to identify yourself as a partner of the Mile High Chapter.
- Profile page on the Chapter website providing members with your company logo, contact information, business description and link to your website.
- Opportunities to sponsor certain Chapter events.
- Invitations to attend certain Chapter events.
- Access to the membership directory (frequency based on sponsorship level) containing members' names, titles, firm names, office addresses and phone numbers.
- Access to the Chapter listserv to send an email message(s) (frequency based on sponsorship level) to all current Chapter members.

# Overview of Business Partner Program Benefits

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- Pikes Peak Partner (Limited to 20 total – **3 SPONSORSHIPS AVAILABLE**)
  - Basic level sponsorship specific benefits apply, including Expo.
- Longs Peak Partner (Limited to 8 total – **SOLD OUT**)
  - Exclusive recognition as the official sponsor of one monthly Chapter Education Luncheon along with additional benefits.
- Mt. Elbert Partner (Limited to 8 total – **1 SPONSORSHIP AVAILABLE**)
  - Exclusive recognition as an official sponsor of the Annual Chapter Conference along with recognition as featured Business Partner on our website and other additional benefits
- Mile High Partner (Limited to 3 total - **1 SPONSORSHIP AVAILABLE**)
  - Exclusive recognition as an official sponsor of the Law Firm Management Event and Annual Mile High Chapter Salary Survey along with recognition as Featured Business Partner on our website and other additional benefits.



# Pikes Peak – \$2,000 (3 Sponsorships Available)

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## **Business Partner Expo**

- Two representatives can attend
- One booth assigned per Business Partner – includes booth, booth signage, table, two chairs and trash can
- Signage recognition at Expo including Pikes Peak Partnership.
- Recognition in annual Business Partner Directory distributed at Expo to members as a Pikes Peak Partner.
- Expo sponsorship opportunities.

## **Pikes Peak/Longs Peak Virtual Networking Event**

- One representative can attend at no cost.

## **Chapter Website**

- Profile on Business Partner Profile Page on the MHC's website that includes company name, logo, contact information, promotional description and link to your website.

## **Mile High Chapter Business Partner Logo**

- Use of Mile High Chapter Business Partner Logo for correspondence and marketing materials during current program year.

## **Membership Directory**

- Receives a copy of the Chapter Membership Directory upon confirmation of Business Partner registration acceptance and one additional copy in November.

## **Membership Listserv**

- Two emails per Chapter year to the listserv where you can market directly to all members of the Mile High Chapter of the ALA

## Longs Peak – \$4,000 (SOLD OUT)

In addition to the benefits under the Pikes Peak Partner level, the following additional/enhanced benefits apply:

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### **Educational Luncheon**

- Acknowledgement as official sponsor of one educational luncheon in event materials.
- Opportunity to present a five minute promotional presentation.
- Opportunity to introduce the keynote speaker.
- Two representatives may attend at no cost; one additional representative at member rate, if space is available.
- May make company promotional materials available at event.

### **Business Partner Expo**

- At this level business partners are provided opportunity to choose their booth after Mile High and Mt. Elbert Partners have selected. Selection order, if there is a conflict, will be based on date of Business Partner Payment.

### **Pikes Peak/Longs Peak Virtual Networking Event**

- One representative can attend at no cost.

### **Annual MHC Board of Directors Leadership Transition Dinner**

- One representative can attend at no cost.

### **Holiday Event**

- One representative can attend at no cost.

### **Chapter Website**

- Company logo that appears in the “Featured Business Partner” Section of the Mile High Chapter website.

### **Membership Listserv**

- Quarterly emails to the MHC listserv where you can market directly to all members of the Mile Chapter of the ALA.

### **Additional Benefits**

- Event Promotion-MHC will promote one event per year, per business partner on Social Media and Listserv.



## Mt. Elbert - \$7,150 (1 Sponsorship Available)

In addition to the benefits under the Pikes Peak and Longs Peak Partner levels, the following additional/enhanced benefits apply:

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### **Annual Chapter Conference**

- Official Sponsor of the Conference. Acknowledgement as sponsor in all event promotional materials.
- Two representatives may attend at no cost; one additional representative at member rate.
- May attend all sessions and make available company promotional materials.

### **Mt. Elbert/Mile High Virtual Networking Event (Separate event from PP/LP Event)**

- Two representatives can attend at no cost.

### **Business Partner Expo**

- At this level business partners are provided opportunity to choose their booth after Mile High Partners have selected. Selection order, if there is a conflict, will be based on date of Business Partner Payment.
- Three representatives can attend.

### **Educational Luncheons**

- When luncheons are held virtually 1 representative can attend
- When luncheons are held in person – 1 representative may attend up to 3 lunches at no cost; 1 additional representative may attend at the member rate.

### **Annual MHC Board of Directors Leadership Transition Dinner**

- Two representatives can attend at no cost.

### **Law Firm Management Luncheon**

- One representative can attend at no cost.

### **Holiday Event**

- Two representatives can attend at no cost.

### **Virtual Coffee Breaks**

- One representative can attend each scheduled coffee break.

Continued: Mt. Elbert - \$7,150 (1 Sponsorship Available)  
In addition to the benefits under the Pikes Peak and Longs Peak  
Partner levels, the following additional/enhanced benefits apply:

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**Social Media**

- One 2 minute video message prepared by Business Partner to be posted on MHC Social Media.
- Business Partner Spotlight of the month in the monthly newsletter and on social media.

**New Member Notification**

- Contact information to include name, title, office address, and telephone number provided for new chapter members as they join the Chapter.

**Membership Listserv**

- Bi-monthly emails to the MHC listserv where you can market directly to all members of the Mile Chapter of the ALA.

**Membership Directory**

- Receives a copy of the Chapter Membership Directory quarterly.

**Salary Survey**

- May purchase one copy of the Annual Salary Survey at participating ALA Member rate.



## Mile High - \$10,100 (1 Sponsorship Available)

In addition to the benefits under the Pikes Peak, Longs Peak and Mt. Elbert Partner levels, the following additional/enhanced benefits apply:

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### Law Firm Management Luncheon

- Official Sponsor.
- Acknowledgement as to the Mile High Sponsor in all event promotional materials.
- Introduction and recognition as top Business Partner of MHC.
- Three representatives can attend at no cost.
- Provides an opening statement.
- May make company promotional materials available at event.

### Salary Survey

- Official sponsor of Annual Survey with company logo to appear on survey. A free copy of the survey will be provided to Mile High Business Partners.

### Annual Chapter Conference

- One representative can attend at no cost; two additional representatives can attend at member rate.

### Business Partner Expo

- Booth size is double the size of other booths.
- Partners at this level are provided opportunity to choose their booth first. Selection order, if there is a conflict, will be based on the date of Business Partner payment.
- Four representative can attend.

### Educational Luncheons

- Two representatives can attend both virtual and in-person lunches at no cost.

Continued: Mile High - \$10,100 (1 Sponsorship Available)  
In addition to the benefits under the Pikes Peak, Longs Peak and Mt. Elbert Partner levels, the following additional/enhanced benefits apply:

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**New Member Networking Event**

- One representative can attend an MHC new member networking event.

**Mt. Elbert/Mile High Virtual Networking Event  
(Separate event from PP/LP Event)**

- Two representatives can attend at no cost.

**Annual MHC Board of Directors Leadership Transition Dinner**

- Two representatives can attend at no cost.

**Holiday Event**

- Four representatives can attend at no cost.
- Introduction and recognition as top Business Partner.

**Virtual Coffee Breaks**

- Moderate the scheduled coffee breaks.

**Chapter Website**

- Rolling ad on home page.
- Logo will be featured on all of the Chapter's materials.

**Social Media**

- One recorded interview with an MHC Board member to be posed on the MHC Social Media.
- One 2 minute video message prepared by Business Partner to be posted on MHC Social Media.
- Business Partner Spotlight of the month in the monthly newsletter and on social media.

**Membership Listserv**

- Monthly emails to the MHC listserv where you can market directly to all members of the Mile High Chapter of the ALA.



Ad Only Sponsorship \$500  
Unlimited Sponsorships Available

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Listing on MHC website and in the Business Partner Directory  
only – no other benefits apply.

# A la Carte Opportunities

## Business Partner Expo Sponsorship

Potential Expo Sponsorship Opportunities (Recognition Given)	Pricing
Decorations Sponsor	\$500
Participant Bags Sponsor	Cost of Bags
Event Signage Sponsor	Cost of Signs
Business Partner Directory Printing Sponsor, Misc. flyer printing	Cost of Printing
Office Supplies Sponsor	Cost of Supplies
Registration Booth Sponsor	\$500
Luncheon Sponsor (Up to 4 sponsors)	\$500
Cocktail Sponsor (Up to 4 sponsors)	\$500
National or Regional Scholarship Sponsor	\$2,500 (or partial for less)



Summary of Program Benefits	Pikes Peak (20)	Longs Peak (8)	Mt. Elbert (8)	Mile High (3)
<b>AVAILABLE SPONSORSHIPS FOR 2021-2022</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1</b>
Cost of Sponsorship	\$2,000	\$4,000	\$7,150	\$10,100
<b>Monthly Educational Luncheons: Luncheons will be held virtually until public health restrictions are lifted which allow for in-person luncheons to be held. Please note the Chapter holds a total of 8 Monthly Educational luncheons during the Board Year.</b>				
Monthly Educational Luncheons		<u>Official Sponsor</u> 2 reps can attend 1 additional at member rate	1 rep can attend up to 3 lunches; 1 additional rep at member rate	2 reps can attend all lunches
Law Firm Management Luncheon (Expected Fall 2021 depending upon public health restrictions)			1 rep can attend	<u>Official Sponsor</u> 3 reps can attend Opening Statement
Transition Dinner (March of 2022 depending on public health restrictions)		1 rep can attend	2 reps can attend	3 reps can attend
Business Partner Expo (February 2022 depending on public health restrictions)	Booth or Exhibit Space 2 reps can attend	Booth or Exhibit Space 2 reps can attend 3 <sup>rd</sup> Choice of Booth	Booth or Exhibit Space 3 reps can attend 2 <sup>nd</sup> Choice of Booth	Large Booth Space (2 x size) 4 reps can attend 1 <sup>st</sup> Choice of Booth
Chapter Annual Conference (February 2022 depending on public health restrictions)			<u>Official Sponsor</u> 2 reps can attend; 1 additional rep at member rate	1 rep can attend; 2 additional at member rate
Networking Event with new Mile High ALA Chapter members (To Be Determined)				1 rep can attend
Holiday Event (December 2021 – Depending on public health restrictions)		1 rep can attend	2 reps can attend	Introduction at Event 4 reps can attend

Summary of Program Benefits	Pikes Peak (20)	Longs Peak (8)	Mt. Elbert (8)	Mile High (3)
Virtual Coffee Breaks – As scheduled throughout the board year			1 rep can attend	Will moderate the virtual event with members
Interview by an MHC Board Member with Business Partner to be Posted on MHC Social Media				1 Interview
Video message (2 minutes) prepared by Business Partner to be Posted on MHC Social Media based on prescribed schedule			1 video message	1 video message
Pikes Peak/Longs Peak Virtual Networking Event (Late Spring/Early Summer)	1 rep can attend	1 rep can attend		
Mt. Elbert/Mile High Virtual Networking Event (Late Spring/Early Summer)			2 reps can attend	2 reps can attend
Salary Survey (Late summer / Early Fall 2021)			Can purchase one copy at member rate	<u>Official Sponsor</u> one complimentary copy
Special Business Partner Logo				Yes
Business Partner Logo	Yes	Yes	Yes	
New Member Notification			Yes	Yes
Social Media/Member Newsletter BP Spotlight of the Month			Yes	Yes
MHC Website (Featured BP)		Yes	Yes	Yes (rolling ad on home page)
MHC Website Profile Page	Yes	Yes	Yes	Yes
Listing in Business Partner Directory	Yes	Yes	Yes	Yes
Membership Directory	Semi-Annually	Semi-Annual	Quarterly	Quarterly
MHC Listserv Email	Semi-Annual	Quarterly	Bi-Monthly	Monthly
Event Promotion-MHC will promote one event per year, per business partner on Social Media and Listserv		Yes	Yes	Yes



### A la Carte Opportunities

Business Partner Expo Sponsorship Opportunities (including but not limited to decorations, participant bags, Wi-Fi, cocktail reception, and educational sessions)

Yes

Yes

Yes

Yes

Ad Only Sponsorship-\$500

Listing on Website and Business Partner Directory only - No other benefits apply.

# Additional Information

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- The Business Partner Program year runs from April 1, 2021 through March 31, 2022.
- All New Business Partners must register by **Monday, March 15, 2021** and pay no later than **March 31, 2022**.
- If a Business Partner has registered, but not paid by the deadline, they will lose their spot and it will go the next Business Partner on the waitlist.



# Payment Procedure

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- Payments may be made by Visa or MasterCard on the Mile High Chapter's secure website. **Checks should be made payable to Mile High Chapter of ALA** and sent to the current Chapter Treasure whose name and address appears on the Chapter website.
- Should payment not be received in the prescribed time frame, the position may be forfeited, and an alternate will be offered the position with payment due within **10 working days from the date of the offer.**
- The Mile High Chapter values its relationships with all Business Partners, As a result, we continuously solicit input from our partners and review our programs for areas of improvement. These programs are subject to change.

# Business Partner Volunteer Opportunities

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- The Mile High ALA Chapter occasionally offers business partnering opportunities outside of the Business Partner Program. Some of these opportunities may include those noted below. Contact the current Business Partner Committee Chair or Co-Chair for further information.
    - **Expo:** Set-up (morning of Expo), Clean-Up (following Expo), Stuffing Participant Bags, Delivering Chapter's Expo Materials (morning of and following Expo).
    - **Business Partner Annual Evaluation Meeting:** This meeting offers the opportunity for Business Partners to provide direct feedback to select ALA board members about items that are working in the current Business Partner Program and/or provide recommendations to enhance future Business Partner Programs.
    - **Regional or other Educational Summit:** These opportunities will be determined from time-to-time and communicated to Business Partners as they become available.

*NOTE: If interest for each individual opportunity exceeds the number of opportunities available, a lottery drawing will take place.*



# QUESTIONS?

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Incoming Chair – Business Partner Committee

Once again, thank you  
for your support!

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**Mile High Chapter**  
ASSOCIATION of LEGAL ADMINISTRATORS  
2021-22 Business Partner